

X-GAME FLAP: First public home videogame uproar erupted in N.Y. last week, though unlike past furores over coin-ops, this one didn't involve cash outlays or time wasting by children. Rather it dealt with nature of specific games.

NOW, Women Against Rape and contingent of American Indians picketed opening of National Music Sound & Video Show at N.Y. Hilton last week to protest showing of 3 adult-only Atari-compatible videogames by **Mystique**, unit of American Multiple Industries. Company uses slogan "When You Score... You Score!" Strongest objections were over Custer's Revenge game depicting woman held in sexual bondage by Indians — Custer dodges arrows to rescue & ravish maiden. Week earlier, same women's groups succeeded in shutting down Sexpo '82, selling exhibit of sexual paraphernalia & videocassettes that was to have run 3 days in N.Y., lasted only one.

It was first showing of games for which AMI claims 1982 advance sell-out of 750,000. As demonstrated, games are mildly amusing or mildly gross, depending on viewpoint, have acceptable graphics, restricted action, little real play value.

Show, aimed at record retailers, drew handful of video exhibitors with games, music and X-rated videocassettes, no Hollywood majors or their distributors. Videomat International, N.Y., used event to introduce German-made automatic credit card videocassette renting vending machine. Unit will be leased to retailers. Credit card is inserted when tape is rented, re-inserted to complete transaction when it's returned. Vendor reads & remembers data encoded on cards, issues receipt to customer.